

ALAMEDA COUNTY BOARD OF SUPERVISORS

# MODEL NEIGHBORHOOD PROGRAM

## A Step-by-Step Plan for Community Action



Working together  
to create safer  
and cleaner communities.

Supervisor Mary King  
President Alameda County  
Board of Supervisors


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## BOARD OF SUPERVISORS

MARY KING

PRESIDENT

SUPERVISOR, FOURTH DISTRICT

Dear Neighbor,

In our ongoing fight against crime in Alameda County we are continuing to make progress in our efforts to reduce crime and revitalize our communities.

Even though the Board of Supervisors is committed to working to improve the quality of life of its residents, we know that the most vital link in achieving meaningful changes depends on informed and active citizen participation. Toward that end, I as President of the Board of Supervisors am pleased to announce that Highland General Hospital has donated resources to facilitate community mobilization and education in your area. The Model Neighborhood Program is a public/private partnership effort designed to organize the community to carry out crime prevention activities, to increase public understanding of public safety and health information and to clean-up our neighborhood.

To assist you in these efforts, this packet includes information about all the county and city programs that are available to you on a daily basis.

Please review the material. I hope you will consider joining your neighbors in participating in this Model Neighborhood effort. **LET'S WORK TOGETHER TO CLEAN UP OUR NEIGHBORHOOD.**

As always, I welcome your questions and comments. If you would like more information about this program, please contact Faye Rice, Special Assistant at Highland General Hospital (510) 437-4397.

Very truly yours,

Mary King, President  
Alameda County Board of Supervisors





ALAMEDA COUNTY  
**HEALTH CARE SERVICES**

AGENCY

DAVID J. KEARS, Agency Director



HIGHLAND GENERAL HOSPITAL  
1411 E. 31st Street  
Oakland, California 94602  
(415) 534-8055

Dear Neighbor,

At Highland General Hospital, we feel it is our civic and corporate duty to take an active role in the communities in which we are a neighbor--helping to maintain the appearance and safety of the area, doing our part to combat crime, providing positive role models for youth, and educating citizens to make appropriate health care decisions.

With the new Model Neighborhood Program we intensify our efforts to share our resources--by working with the Board of Supervisors to link residents to public services, and by sharing the health care expertise of our organization.

In so doing, we feel we will not only contribute to our community today, but will help provide our children the more supportive and concerned environment they need to become healthy and productive citizens tomorrow.

During the first year of the Model Neighborhood Program, Highland General Hospital will offer various educational classes and support programs, all free of charge to local residents. Classes will be scheduled periodically. For reservations or further information, please call (510) 437-4397.

In order to assist you in attending, we will provide both transportation and on-site child care. Please feel free to call us--we'd like the opportunity to assist you in whatever way we can.

Together we can ensure that our neighborhood is the supportive and productive environment we all deserve.

Sincerely,

Dave Kears, Director,  
Alameda County Health Services Agency

Ophelia Long,  
Hospital Director





## HIGHLAND'S MODEL NEIGHBORHOOD PROGRAM

### INTRODUCTION/MISSION

The Model Neighborhood Program for Highland Hospital provides Alameda County with the opportunity to develop a "Healthy Communities Partnership" to mobilize and empower neighborhoods to be healthy and productive in clean, safe environments.

Highland's Healthy Communities Partnership will involve the city and other County Agencies in a unique partnership with neighborhoods and the private sector. It will be a partnership that will work cooperatively with individuals, community-based organizations, churches and neighborhoods toward achieving common goals that enhance the well-being of the community.

The Model Neighborhood Program will increase citizen involvement, and access - regardless of race or income to planning and services delivered by Highland.

### OBJECTIVES

Highland Model Neighborhood Program will:

- Develop and implement a community outreach and education campaign i.e.
  - "Community Well-Being" - Drug Free, Safe, Healthy community
  - "Culture of Character" - Saying No to disease, yes to Health
- Promote Disease Prevention programs
- Promote healthy alternatives to drugs, alcohol, unsafe sex and irregular medical check-ups in partnership with other health providers and community-based institutions.
- Achieve significant cost reduction in health care.
- Promote volunteerism
  - Within the Hospital
  - With the Hospital and Community
  - From Churches in programs such as "Hypertension Prevention"



- Involve Governmental Officials and agencies at every level including:
  - Alameda County Board of Supervisors
  - Mayor and City Council Members
  - Alameda County Board of Education
  - City Boards of Education
  - Congressmen - 2
  - State Senators - 2
  - Assembly persons - 3
  - Housing Authority
  - EBMUD/AC Transit/BART
  - Community Groups, i.e., Churches, Clinics, etc.
- Model Neighborhood Geographic Designations  
Highland and President of Board of Supervisors in collaboration with PHN
- Conduct public meetings designed to involve Neighborhoods.
- Raise esteem level of Highland's Image, Impact and Respect within the surrounding neighborhoods and entire community -at- large.
- Organize and/or cooperate with Neighborhood crime prevention activities (i.e.) community crime watch and block clubs.
- Develop a sense of awareness and pride in Highland and it's Model Neighborhood Program by involving local residents, businesses, schools, churches and community-based organizations.
  - Continue facelift and fix-up at Highland
  - Beautification programs, in various areas surrounding Highland
  - Clean up programs in all areas of Alameda County as deemed necessary by each supervisor.
- Facilitate use and Visitation Tours of Highland - New Appreciation and Awareness
- Revitalize Neighborhoods by educating them to "Healthfulness" of enhanced physical appearance and safety
- Encourage community groups to counteract crime and gang activity among youth. (i.e.) graffiti, drugs, violence.
- Promote understanding of Public Safety Information - especially hazardous, blight conditions





Highland's Model Neighborhood Program  
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- Work cooperatively with Schools, City, Private, Church and community groups in fighting drug abuse.
- Clean-Up Program  
Identification of dirty lots, potholes, abandoned vehicles, sidewalks, tree-trimming and fire hazards throughout Alameda County.
- Public Safety Education  
Earthquake and Fire Disaster Preparedness.
- Promote employment training in Health Careers. Work cooperatively with other Health Care providers to identify new career and employment development opportunities in the Health and Medical Industry.
- Develop Highland's Health Career Training Program in conjunction with the Private Industry Council of the City and County at large.
- Coordinate Health and Medical Education Training with Public Schools, Community Colleges, Private Career Training Schools, Universities and other Hospitals with Highland.

SUMMARY

Highland's proposed multifaceted approach to being a good neighbor is to provide leadership in empowering individuals and neighborhoods to want to live, work and play in a clean, safe and healthy community.

Highland's Model Neighborhood Program seeks: Unity, Self-Help, Volunteerism, Education and Pride and Dignity.

Highlands Model Neighborhood Program is:

- Low Cost - (1 or 2 staff persons)
- Predicated on Volunteers
- Community Inclusive
- Collaborative





# MODEL NEIGHBORHOOD COMMUNITY ADVISORY BOARD MISSION STATEMENT

The Model Neighborhood Program is a County/City partnership with Highland General Hospital. It is designed to mobilize the community to carry-out crime prevention activities, to increase understanding of public safety and health information and to help clean-up the neighborhood in defined geographical locations.

The Model Neighborhood Advisory Board in conjunction with Highland General Hospital's Community Advisory Board, will provide a forum for representatives of the community to assess community needs, as well as to gauge community attitudes relating to Model Neighborhood services. In addition, goals of the community advisory board are:

- to assist in setting the overall operational plan for the Model Neighborhood Program
- to provide input and guidance to the Model Neighborhood Program
- to address and communicate concerns and problems within the Model Neighborhood
- serve as a communications channel between the Model Neighborhood Program and the community

The community advisory board will be composed of representatives from the educational, business, residential, community based organizations and political communities because all these sectors share in the social responsibility of the neighborhood.

It is our vision that the community advisory board will provide a platform for continuing effective relationships based on an acceptance of interdependence among all who share in the well-being of the community. It is our goal to work together in order to make the Model Neighborhood area a healthy, safe, and prosperous place in which to live and work.



**NEIGHBORHOOD WATCH  
PROGRAM MEETING**

**(MODEL NEIGHBORHOOD PROGRAM)**

**YOU ARE INVITED TO COME AND**

**HELP ORGANIZE A NEIGHBORHOOD  
WATCH PROGRAM**

**Date:\_\_\_\_\_ Time:\_\_\_\_\_**

A police officer will be present to help organize the program

**VERY IMPORTANT -- PLEASE ATTEND!**

**"LET'S PROTECT OURSELVES"**





# **BUSINESS WATCH PROGRAM MEETING**

**(MODEL NEIGHBORHOOD PROGRAM)**

**YOU ARE INVITED TO COME AND**

**HELP ORGANIZE A BUSINESS  
WATCH PROGRAM**

**Date:\_\_\_\_\_ Time:\_\_\_\_\_**

A police officer will be present to help organize the program

**VERY IMPORTANT -- PLEASE ATTEND!**

**"LET'S PROTECT OURSELVES"**





# **APARTMENT WATCH PROGRAM MEETING**

**(MODEL NEIGHBORHOOD PROGRAM)**

**YOU ARE INVITED TO COME AND**

**HELP ORGANIZE AN APARTMENT  
WATCH PROGRAM FOR  
OUR BUILDING**

**Date:\_\_\_\_\_ Time:\_\_\_\_\_**

A police officer will be present to help organize the program

**VERY IMPORTANT -- PLEASE ATTEND!**

**"LET'S PROTECT OURSELVES"**



# DRAFT

## MODEL NEIGHBORHOOD PROGRAM

### COMMUNITY EDUCATION OUTREACH

#### *HIGHLAND GENERAL HOSPITAL*

*1411 East 31st Street*

*Oakland, CA 94602*

*510-437-4397*

- **AIDS Education:** Learn what everyone should know about this deadly-but preventable-disease currently sweeping our country, and especially our own community.
- **Back Care and Wellness:** Teaches proper posture and body mechanics for maximum back comfort and avoidance of injury. Covers appropriate care to avoid unnecessary medical costs and the possibility of long-term disability.
- **Cancer Support:** Ongoing groups provide informational and emotional support for cancer patients, their families, and close friends. Includes medical background on the disease and how to cope with it more effectively.
- **Chemical Dependency:** Awareness training on drug and alcohol abuse in youths and adults. Focuses on reasons people are drawn into chemical dependency and explores approaches for avoiding the excess use of drugs and alcohol.
- **CPR Heartsaver Instruction:** Shows how to save lives in the event of a heart attack or other emergency. Upon completion of the training, individuals can immediately come to the aid of a family, friends and loved ones, should a sudden crisis arise-buying precious extra moments before the ambulance crew or paramedics arrive.
- **Health Screenings through Highland General Wellness Care-A-Van:** This mobile wellness center helps individuals monitor their own health by providing tests for high blood pressure-one of our community's most overlooked, yet readily treatable problems-and body composition, to help identify unnecessary stress on the body from excess fat.
- **Health Education Literature:** Allows individuals to gain knowledge on selected health and wellness topics, ranging from exercise to basic skin care. Available through our Member Health Education Department.
- **Household Financial Planning:** A program to strengthen or develop everyday financial skills. Focuses on the importance of organizing your family's financial affairs-including budgeting, saving for unexpected emergencies, planning for retirement, and anticipating the future needs of your children.
- **Health Phone:** A telephone call connects you to prerecorded, educational messages on a variety of health topics, including allergies, back pain, and sleep problems. Acts as a supplement to your regular medical care. Directories can be obtained through Member Health Education.
- **Medical Center Tours:** Gives local youths the opportunity to discover how a major medical center functions; exposes them to various departments and the complexities of operating a health care facility. Available through local schools, recreation centers, and children's groups.
- **Nutrition:** Learn the value of a balanced diet for mental and physical well-being. Class focuses on developing effective strategies for creating new eating behaviors, including limiting the intake of fats, sugar, and salt.
- **Parent-Child Bonding:** Presents tips to help parents relate to their children and maintain open channels of communication. Techniques help ensure youngsters receive the necessary support to develop stable and healthy lives.
- **Parenting:** Offers the foundation for providing children with a healthy upbringing, including emotional support and the importance of routine medical care and immunizations.
- **Prenatal Care:** Teaches the importance of appropriate care during pregnancy to ensure that each child enters this world as healthy as possible. Provides general tips on proper nutrition, regular medical check ups, and the importance of avoiding cigarettes and alcohol during pregnancy.
- **Senior Citizen Resource Center:** Our center recognizes the interest and needs of our older citizens by offering them a place to relax and socialize, as well as obtain information on senior health topics and available community services. Free ongoing activities include medication counseling, blood pressure readings, and a weekly lecture series.





**Short Term Child/Family Counseling:** Offers referrals for counseling by professional mental health specialist. Supportive techniques help families work through crises and establish closer relationships.

**Stress Reduction Techniques:** Provides tips on how to reduce the stresses of day-to-day life, using proper diet, exercise, and positive mental attitude. Techniques can help you lead a happier and longer life.

**Suicide Prevention:** Discussion presents information on the importance of seeking intervention and longer-term counseling-especially for our teenagers, who are particularly at risk.

**Summer Residential Camp Referrals:** Helps local youths gain access to residential summer camp, offering them an environment in which to gain healthy new social skills and exposure to positive role models.



# SCHEDULE OF TASKS

TASK	DATE
● Presentation to Alameda County Board of Supervisors	November 19
● Develop all printed material	December 1991
● Hold Public Meetings to Introduce to Communities: District I District II District III District IV District V City of Oakland	Staff will call to set up appointments Jan & Feb 92
● Meet with Churches	Jan 92
● Meet with Neighbors, Schools & Business	March 92
● Develop Calendar of Activities	Feb 92
● Develop Calendar of Health Education Programs	Feb 92
● Establish 12 Neighborhood Watch Groups	March-May 92
● Establish Apartment Watch Groups	April 92
● Establish Business Watch Groups	April 92
● Establish Community Advisory Board	May 92



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